

ABHISHEK

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EDUCATION

✓ Pursuing Bachelor of Arts in Economics from DU Sol 2 nd year.

✓ Completed 12th grade in 2022 in the Science stream through the CBSE Board

✓ Completed class 10th in 2020 through CBSE Board.

SUMMARY

I'm an SEO and social media marketing specialist with **1 year of experience** in website optimization and **6 months of hands-on experience with Meta ads**. My expertise includes keyword research, on-page and off-page SEO, content creation, and social media strategy. I have managed **Meta campaigns for traffic, sales, and brand awareness**, successfully boosting organic traffic and visibility. Skilled in analytics, I continuously refine strategies to enhance campaign performance and deliver impactful results.

WORK EXPERIENCE :- 1.6 YEAR

Namasteindiatrip Pvt Ltd.

June 2023 - April 2024

- Doing SEO for Chardhamtour and pilgrimagetour website for blogs and bussiness.
- Handle Multiple Socialmedia Accounts like Namasteindiatrip , Gujaratexpert , Atlastravel , Sevensister , Chardhamtour , Pilgrimage tour etc.
- Making captions and use trending hashtags research trending topics for social media and check all social media insight through Meta Analyse the reach and followers of the Socialmedia.
- Interact with followers and generating organic lead through Socialmedia.

ACHEIVEMENTS

- Ranking Chardham website and Pilgrimage tour on **5 th and 8 th** on Google Search.
- Increasing 20000+ followers on all social media and on chardham tour from **1300 subscriber to touch 2800+ subscriber** and on pilgrimage instagram from **30k to touch 35.5k followers**

Jessica Life Pvt Ltd.

May 2024 - Nov 2024

- Handled social media for brands like **Urban Choice and Bhimada** at Jessica Life Company.
- Planned and **ran Meta ad campaigns** focused on **reach, engagement, lead generation, and sales**.
- Created engaging content that aligned with each brand's style and ensured consistent messaging.
- Have **moderate experience with Google Ads** to enhance campaign reach and effectiveness.
- Skilled in **Instagram advertising, targeting the right audiences** to boost brand awareness.
- Regularly reviewed **ad performance to refine strategies, adjust budgets, and maximize results**.

ACHEIVEMENTS

- In Jessica's life, I have increased subscribers from **400 to over 800+**.
- I ranked my **keywords on top through SEO** and brought in **7k+ impressions** in a month.

SKILLS

- 1. SEO:** Keyword research, on-page & off-page SEO, content creation, performance analysis
- 2. Social Media:** Strategy development, content creation, campaign execution, performance tracking
- 3. Meta Ads:** Reach, engagement, lead, sales, traffic, and awareness campaigns
- 4. Google Ads:** Campaign setup, audience targeting, bid management, conversion tracking
- 5. Instagram Ads:** Content creation, audience targeting, engagement
- 6. Google My Business:** Business profile optimization, customer engagement, local SEO strategies, reviews management

PERSONAL DATA

- **Date of Birth:-** 31/08/2003
- **Nationality:-** Indian
- **Language Know:-** Hindi , English
- **Hobbies:-** Playing Cricket , Travelling